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[Name of Document] Scope of the Patent Claim

[Claim 1]

A content delivery system that delivers content data including main story information into which advertisement information is inserted, comprising:

an index adding unit operable to add index data describing the insertion position of said advertisement information to said content data;

a transmitting unit operable to transmit the content data to which said index data is added in response to a delivery request;

a receiving unit operable to receive the content data as transmitted from said transmitting unit;

a playback unit operable to play back said content data;

and

an operation control unit operable to extract said index data and control the operation of said playback unit in accordance with the description of the index data.

[Claim 2]

A content delivery system that delivers content data including main story information into which advertisement information is inserted, comprising:

a count adding unit operable to add count data relating to the data length of the advertisement information and a relative data length between a predetermined position of the main story and the insertion position of said advertisement information periodically into said content data;

a transmitting unit operable to transmit the content data to which said count data is added in response to a delivery request;

a receiving unit operable to receive the content data as transmitted from said transmitting unit;

a playback unit operable to play back said content data;

and

an operation control unit operable to extract said count data and control the operation of said playback unit in accordance with the description of the count data.

[Claim 3]

The content delivery system as claimed in claim 1 or 2

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wherein said operation control unit controls said operation in order to inhibit said playback unit from fast-forwarding said advertisement information.

[Claim 4]

The content delivery system as claimed in any one of claims 1 to 3 wherein said operation control unit inhibits the playback of said main story information in accordance with whether or not there is said content data or count data.

[Claim 5]

The content delivery system as claimed in any one of claims 1 to 3 wherein, when playback is to be started beyond an insertion start position of advertisement information, said operation control unit performs the playback beyond the insertion start position only after performing the playback of said advertisement information.

[Claim 6]

A content delivery method that delivers content data including main story information into which advertisement information is inserted, comprising:

a first step of adding index data describing the insertion position of said advertisement information to said content data;

a second step of transmitting the content data to which said index data is added in response to a delivery request;

a third step of receiving said content data as transmitted; and

a fourth step of extracting said index data and control an operation relating to the playback of said content data in accordance with the description of the index data.

[Claim 7]

A content delivery method that delivers content data including main story information into which advertisement information is inserted, comprising:

a first step of adding count data relating to the data length of the advertisement information and a relative data length between a predetermined position of the main story and the insertion position of said advertisement information periodically into said content data;

a second step of transmitting the content data to which

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said count data is added in response to a delivery request;

a third step of receiving said content data as transmitted; and

a fourth step of extracting said count data and controlling an operation relating to the playback of said content data in accordance with the description of the count data.

[Claim 8]

The content delivery method as claimed in claim 6 or 7 wherein, in said fourth step, said operation is controlled in order to inhibit fast-forwarding said advertisement information.

[Claim 9]

The content delivery method as claimed in any one of claims 6 to 8 wherein, in said fourth step, the playback of said main story information is inhibited in accordance with whether or not there is said content data or count data.

[Claim 10]

The content delivery method as claimed in any one of claims 6 to 9 wherein, in said fourth step, when playback is to be started beyond an insertion start position of advertisement information, the playback beyond the insertion start position is performed only after performing the playback of said advertisement information.

[Claim 11]

A content delivery server that delivers content data including main story information into which advertisement information is inserted, comprising:

an index adding unit operable to add index data describing the insertion position of said advertisement information to said content data;

a transmitting unit operable to transmit the content data to which said index data is added in response to a delivery request;

[Claim 12]

A content delivery server that delivers content data including main story information into which advertisement information is inserted, comprising:

a count adding unit operable to add count data relating

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to the data length of the advertisement information and a relative data length between a predetermined position of the main story and the insertion position of said advertisement information periodically into said content data;

a transmitting unit operable to transmit the content data to which said count data is added in response to a delivery request;

[Claim 13]

A content playback device that plays back content data including main story information into which advertisement information is inserted, comprising:

a playback unit operable to play back said content data; and

an operation control unit operable to extract index data which is added to said content data and describes the insertion position of said advertisement information, and control the operation of said playback unit in accordance with the description of the index data.

[Claim 14]

A content playback device that plays back content data including main story information into which advertisement information is inserted, comprising:

a playback unit operable to play back said content data; and

an operation control unit operable to extract count data which is periodically inserted into said content and relates to the data length of the advertisement information and a relative data length between a predetermined position of the main story and the insertion position of said advertisement information, and controlling the operation of said playback unit in accordance with the description of the count data.

[Claim 15]

The content playback system as claimed in claim 13 or 14 wherein said operation control unit controls said operation in order to inhibit said playback unit from fast-forwarding said advertisement information.

[Claim 16]

The content playback system as claimed in any one of claims 13 to 15 wherein said operation control unit inhibits

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the playback of said main story information in accordance with whether or not there is said content data or count data.

[Claim 17]

The content playback system as claimed in any one of claims 13 to 16 wherein, when playback is to be started beyond an insertion start position of advertisement information, said operation control unit performs the playback beyond the insertion start position only after performing the playback of said advertisement information.

[Claim 18]

A content delivery program that delivers content data including main story information into which advertisement information is inserted, comprising:

a first step of adding index data describing the insertion position of said advertisement information to said content data;

a second step of transmitting the content data to which said index data is added in response to a delivery request;

[Claim 19]

A content delivery program that delivers content data including main story information into which advertisement information is inserted, and makes a computer perform:

a first step of adding count data relating to the data length of the advertisement information and a relative data length between a predetermined position of the main story and the insertion position of said advertisement information periodically into said content data;

a second step of transmitting the content data to which said count data is added in response to a delivery request;

[Claim 20]

A content playback program that plays back content data including main story information into which advertisement information is inserted, and makes a computer perform:

a first step of extracting index data which is added to said content data and describes the insertion position of said advertisement information;

a second step of controlling an operation relating to the playback of said index data in accordance with the description of the count data.

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[Claim 21]

A content playback program that plays back content data including main story information into which advertisement information is inserted, and makes a computer perform:

a first step of extracting count data which is periodically inserted into said content and relates to the data length of the advertisement information and a relative data length between a predetermined position of the main story and the insertion position of said advertisement information.

a second step of controlling the operation of said content data in accordance with the description of the count data.

[Claim 22]

The content playback program as claimed in claim 20 or 21 wherein, in said second step, said operation is controlled in order to inhibit fast-forwarding said advertisement information.

[Claim 23]

The content playback program as claimed in any one of claims 20 to 22 wherein, in said second step, the playback of said main story information is inhibited in accordance with whether or not there is said content data or count data.

[Claim 24]

The content playback program as claimed in any one of claims 20 to 22 wherein, in said second step, when playback is to be started beyond an insertion start position of advertisement information, the playback beyond the insertion start position is performed only after performing the playback of said advertisement information.